



JISC CCLiP Project Plan

Project Information			
Project Acronym	CCLiP		
Project Title	Culture Campus Liverpool Portal		
Start Date	April 2009	End Date	September 2010
Lead Institution	The University of Liverpool		
Project Director	Dr Anne Merry		
Project Manager & contact details	Erica Jones Contact: ericajones@cityoflearning.org.uk T: 0151 291 3608 M: 0772 007 3017		
Partner Institutions	Liverpool John Moores University, Liverpool Hope University, Liverpool Arts Regeneration Campaign, Liverpool City of Learning		
Project Web URL	tba		
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Programme Manager	Ruth Drysdale		

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JISC CCLiP Project Plan

Overview of Project

1. Background

The HEIs on Merseyside have jointly developed an online system which displays their offerings in terms of courses, events and training opportunities in one place for the benefit of local employers, their employees and other independent learners such as the self-employed and job-seekers seeking to update their skills. This system is called the CPD Noticeboard. It is based on the technology developed by the JISC project 'The Learning Matrix', a Regional e-Learning Pilot Project within the Distributed e-Learning Programme.

This project builds on lessons learned from the development of the CPD Noticeboard to offer an enhanced and expanded service to the creative/cultural industries – the Culture Campus Liverpool Portal (CCLiP).

This project seeks to offer an enhanced and expanded service of information about CPD provision from HE and local cultural organisations to the creative/cultural industries. CCLiP will:

- improve the automated collection of information from the institutions and cultural organisations involved by means of the use of a common standard (XCRI) for describing the provision offered;
- identify and address inter- and intra-institutional barriers to the production and sharing of such standards-based information, to ensure long-term sustainability of both the service and the partnership;
- extend the provision offered into a different sector (cultural and creative industries) which also encompasses offerings from other relevant organisations;
- develop improved capacity to gather information about CPD requirements from users.

Local employers and individuals working in the cultural and creative industries sector have expressed a clear need for a central online access point for the offerings of the respective partners. Similarly, there is a need for the organisations involved, both the HEIs and the cultural organisations, to gain better information about the needs and requirements of sector to feed back into their own business processes. Finally for such a system to be maximally useful, awareness must be raised both among employers and individuals working in the sector, and among staff within the partner organisations (LARC and the HEIs).

2. Aims and Objectives

The **eight Project objectives** are as follows:

- review current procedures for automatically collecting relevant information from partners for the CPD Noticeboard with a view to raising the consistency and quality of the information and the efficiency of the underlying processes (Objective 1);
- gather information through employer networks about CPD needs for the cultural and creative industries sector¹ (Objective 2);
- create the Culture Campus Liverpool Portal (CCLiP), building on the CPD Noticeboard technology, aimed at the needs of the cultural and creative industries sector (Objective 3);
- seek from both partners and employers a specification for enhancements to the functionalities of the CCLiP and CPD Noticeboard to increase useability and value (Objective 4);
- identify any technical barriers in the existing systems of partners to the automated production of information for the CCLiP and CPD Noticeboard which conforms to the XCRI standard, and agree an implementation plan for any technical enhancements to achieving this within the timescale of the project (Objective 5);
- identify necessary changes in the business process of the partner organisations and agree an implementation plan within the timescale of the project (Objective 6);
- develop and trial mechanisms for gathering information from users and evaluate these in terms of the economic benefits from the effective use of the CCLiP and CPD Noticeboard as a marketing and business intelligence tool, to report back to partners to inform future provision and thus to ensure sustainability (Objective 7);
- disseminate the model internally through staff development activities; and to other regional partnerships concerned with the HE contribution to workforce development (Objective 8).

3. Overall Approach

The methodology used for analysing the business processes and practices of the organisations involved in the bid and producing an implementation plan for XCRI will draw on previous work by Alan Paull of APS Ltd. for the Greater Manchester Strategic Alliance (GMSA). APS will offer consultancy support to the project.

The portal will be developed on the basis of the specification used for the CPD Noticeboard and with the assistance of the technical expertise of the team which built it.

The technical approach taken to developing and implementing mechanisms for gathering user information from CCLiP and CPD Noticeboard as a marketing and business intelligence tool will start from an analysis of existing institutional CMS systems, both the tools and

systems used and the human processes involved in consuming the information gathered. An example would be automated FAQ systems capable of responding to free-text queries. Dialogue with the XCRI development community will also inform this development: the potential for using the XCRI standard to structure requests for CPD provision will be explored.

The goal is automatic transfer of data from institutional partners to CCLiP, and the testing of mechanisms for retrieving data from CCLiP to return to partners. It is recognised that partners are at the same time collaborators in and competitors for the provision of CPD: thus technical issues are only part of a larger picture in developing effective solutions. Liverpool City of Learning has a strong record of resolving potential conflicts of interest within the partnership productively.

4. Project Outputs

- a fully-operational and tested website (the Culture Campus Liverpool Portal) receiving and holding information about regional CPD provision in XCRI-compatible format for the cultural/creative sector from all project partners and returning user information to project partners;
- accompanying technical documentation;
- a project website with full documentation and a blog recording the process of the project;
- a project report detailing how the change process has progressed in each of the three partner educational institutions, identifying technical and human barriers to implementation and how these were overcome or accommodated;
- a multimedia online workshop based on workshops sessions delivered to institutional colleagues and colleagues from partner cultural organisations, aimed at raising practitioner understanding of how to generate information for presentation through the CCLiP, and how to make effective use of the information it returns.

5. Project Outcomes

The ultimate vision which guides the project is that everyone working in the creative and cultural sector on Merseyside should have the opportunity to identify and select high quality development opportunities which are appropriate to their needs. Thus, while it would be unrealistic to expect to achieve this within the timespan of the project, project outcomes should contribute to this vision. A key outcome is that HE and cultural partners should feel confident in submitting the provision they offer to be displayed on CCLiP. Processes for submitting information should have a greater degree of automation in all partners by the end of the project. There should be evidence that the potential customers, those working in the creative/cultural sector on Merseyside, are aware of CCLiP as a resource and feel positively about CCLiP as a prime source of information about high quality CPD provision.

6. Stakeholder Analysis

Stakeholder	Interest / stake	Importance
Individual HE tutors	Providing relevant courses/ training	Medium/high depending on other teaching responsibilities
Senior HE managers with responsibility for CPD provision	Maximising the return to the institution of its CPD provision	High
Administrative staff with responsibility for advertising CPD provision	Managing information related to CPD information efficiently	Medium
IT staff with responsibility for maintaining databases of provision and producing data for different outlets	Handling and managing data related to provision efficiently, including different forms of output	High
Large employers within the creative/cultural sector	Finding appropriate development provision for their employees AND advertising their own provision, esp. events	High
Individual workers and employees of SMEs within the creative cultural sector	Identifying opportunities for personal development related to personal/business needs	Medium/high depending on personal development needs

7. Risk Analysis

Risk	Probability (1-5)	Severity (1-5)	Score (P x S)	Action to Prevent/Manage Risk
Staffing – low level buy in from institutional staff responsible for business processes.	5	2	10	Targeted funding for work to be done and time spent negotiating what they will spend the money on. Senior Managers on Steering Committee
Competition between partners to offer CPD provision, unwilling to advertise in a single place.	2	3	6	Early identification of areas of overlapping expertise; CoL (which has experience and a track record of success in these situations) to act as broker to reach agreements
Key personnel with relevant skill set not available from start.	4	1	4	Appropriate skill sets already exist within UofL Centre for Lifelong Learning and across partnership.
Key project staff leave	3	3	9	Project blog will keep up-to-date record of project process. Early emphasis on raising awareness and developing expertise within the institutions, offering a source of replacement personnel (and see above).
Internal administrative systems for collating CPD data from disparate sources present greater than	3	1	3	Isolated problems in specific locations would not jeopardise overall project outcomes and would provide further learning for the

expected barriers within the timescale				community.
Institutional reorganisations hinder development of sufficient appropriate CPD provision	2	2	4	There is a strong commitment in each institution to promote CPD provision as an institutional priority
Those working in creative/cultural industries unwilling to commit time/resources to CPD at present time.	3	2	6	Involvement of key cultural organisations as employers as well as providers should allow sufficient for robust testing of system.
Emerging software licensing issues	1	1	1	Clarified in contracts.

8. Standards

Name of standard or specification	Version	Notes
XCRI-CAP	1.1	

9. Technical Development

The project will draw on the experience and previous work of Alan Paull of APS Ltd. who will offer consultancy and support from his experience of working with XCRI (eXchanging Course Related Information). XCRI-CAP (XCRI Course Advertising Profile) will be utilised to produce a system that automatically combines course information from multiple institutions, both higher education and cultural. The project team hope to draw on the good practice guidelines produced by the JISC mini-project, XIM (XCRI Implementation Models), as well as the experiences of Alan Paull to guide implementation of the XCRI-CAP feeds.

The CCLiP website will be based on the CPD Noticeboard, which is currently written in ASP.net utilising C# and the code behind model of programming. The technical team are not familiar with ASP.net at the time of writing and will therefore investigate the potential to use alternative languages that are more familiar to the technical team, or the potential to learn C# and ASP.net.

10. Intellectual Property Rights

No IPR issues anticipated.

Project Resources

11. Project Partners

Partners - The University of Liverpool, Liverpool John Moores University, Liverpool Hope University, Liverpool Arts Regeneration Campaign, Liverpool City of Learning

Consultants; Alan Paull of APS Ltd; Dr David Baume

Project Acronym: CCLiP
Version: 1.0
Contact: EJ
Date: 5th May 2009

Main Contact: Dr Anne Merry, Project Director

The consortium agreement will be taken to the first Project Steering Group meeting on Friday 15th May and will be sent to JISC by Friday 5th June.

12. Project Management

The project will have an overall **Project Steering Group** with representatives at a senior level from each partner educational institution; two representatives from LARC (offering both providers and employers perspectives); a representative from the XCRI development community; a representative from the HEFCE-funded project previously referred to, the JISC Programme Manager and the Project Director. This will meet four times (see Project Workplan) and receive reports from the Project Manager.

Day-to-day management of the project will be in the hands of the project manager, who will convene bi-monthly **Project Management Group** meetings. The Project Management Group will comprise the Project Manager, the Project Evaluator, a representative with active involvement in CPD provision from each partner institution and from the LARC organisation and a representative with technical expertise from the IT services of the lead organisation. Project team members will attend project management meetings by invitation of the Project Manager, as appropriate.

Project Team:

Project Director – Dr Anne Merry, will convene and chair the Project Steering Group

Contact A.Merry@liverpool.ac.uk, 0151 795 2437

Project Manager – Erica Jones, (1 day per week) will be responsible for driving forward the project to time and target, convening Project Management Group meetings and ensuring that reports are available for the Steering Group and JISC. She will attend Steering Group meetings by request. She will meet regularly with the Project Officer and IT Officer to monitor progress in relation to the project work plan. She will be responsible for the briefing of senior institutional and organisational managers about the purposes and progress of the project.

Contact ericajones@cityoflearning.org.uk

Project Technical Team – Stuart Feltham, Maseeh Radfar and Dan Roberts, will work closely with the Project officer on the analysis of the business processes and will draft reports and run briefings and workshops for colleagues. They will build CCLiP and provide technical advice to all partners and also build and maintain the project website.

Contact s.feltham@liverpool.ac.uk, 0151 794 1498

mass@liverpool.ac.uk, 0151 794 1484

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Version: 1.0
Contact: EJ
Date: 5th May 2009

danrob@liverpool.ac.uk , 0151 794 1180

Project Officer – Jane McQuinn, will work closely with the technical team on the analysis of business processes and will draft reports and run briefings and workshops for colleagues, as well as maintaining the project blog with the IT Officer.

Contact jane.mcquinn@liverpool.ac.uk, 0151 794 4628.

13. Programme Support

None identified as yet.

14. Budget

See Appendix A.

Detailed Project Planning

15. Workpackages

The project contains six workpackages:

Workpackage 1: *Project online presence*

Workpackage 2: *Analysis of current processes*

Workpackage 3: *Workshops* (a) how to generate information in XCRI; (b) gathering and using business information through CCLiP

Workpackage 4: *Project Management*

Workpackage 5: *Identifying CPD needs*

Workpackage 6: *Building the Portal*

For details see appendix B.

16. Evaluation Plan

An independent project evaluator, Dr David Baume, has been appointed. His first task will be to develop a detailed evaluation plan in consultation with all partners. This will be forwarded to JISC as soon as possible.

Timing	Factor to Evaluate	Questions to Address	Method(s)	Measure of Success

17. Quality Plan

Output	A fully-operational and tested website (the Culture Campus Liverpool Portal) receiving and holding information about regional CPD provision in XCRI-compatible format for the cultural/creative sector from all project partners and returning user information to project partners
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Timing	Quality criteria	QA method(s)	Evidence of compliance	Quality responsibilities	Quality tools (if applicable)
End of project	Fitness for purpose	Evaluation data from partners	Partners satisfied with processes for upload of CPD information	Project evaluator/project manager	
End of project	Adherence to XCRI-CAP standard	Transfer of data from each partner	Successful test transfer of data	Technical team	
	Usability	Evaluation data from end-users	End-users satisfied with usability of CCLiP	Project evaluator/project manager	

Output	Accompanying technical documentation				
Timing	Quality criteria	QA method(s)	Evidence of compliance	Quality responsibilities	Quality tools (if applicable)
End of project	Fitness for purpose	Feedback from members of XCRI development community	Positive feedback	Technical team	

Output	A project website with full documentation and a blog recording the process of the project				
Timing	Quality criteria	QA method(s)	Evidence of compliance	Quality responsibilities	Quality tools (if applicable)
Established by end May: blog ongoing	Fitness for purpose	Feedback from JISC PM/other projects within programme	Positive feedback	Technical team	

Output	A project report detailing how the change process has progressed in each of the three partner educational institutions, identifying technical and human barriers to implementation and how these were overcome or accommodated				
Timing	Quality criteria	QA method(s)	Evidence of compliance	Quality responsibilities	Quality tools (if applicable)
End of project	Fitness for purpose	Feedback from JISC PM	Acceptance of report	Project manager	

Output	A multimedia online workshop based on workshops sessions delivered to institutional colleagues and colleagues from partner cultural organisations, aimed at raising practitioner understanding of how to generate information for presentation through the CCLiP, and how to make effective use of the information it returns				
Timing	Quality criteria	QA method(s)	Evidence of compliance	Quality responsibilities	Quality tools (if applicable)

End August 2010	Fitness for purpose	Evaluation data from identified appropriate target users	Positive feedback from target users	Project evaluator/project manager	
	Usability	Evaluation data from identified appropriate target users	Positive feedback from target users	Project evaluator/project manager	

18. Dissemination Plan

The project team will work closely with the Steering Group members, covering the three partner HEIs and representatives of the cultural sector in the Liverpool City region to support project information dissemination and sharing of the process and findings to the widest audience.

Working relationships will be established with JISC Projects undertaking similar work, such as the adoption of XCRI by a group of institutions for course descriptions and advertising.

Timing	Dissemination Activity	Audience	Purpose	Key Message
May 09	Project website on JISC website	JISC community, and wider academic audience	Project dissemination	To announce and disseminate process, results, and outcomes of the Project
June 09	Project blog	JISC community	To log for wider learning purposes, the process, issues and discoveries of the project work	To aid future such projects
On-going	Email lists; meetings	XCRI development community	To share developments and approach on the implementation of XCRI	Sharing good practice in implementing XCRI
Oct 09 – Apr 10	Workshops for partner institutions and cultural organisations	HEIs Cultural sector employers	How to generate information for presentation in XCRI through CCLiP	Confidence and effectiveness in producing XCRI powered course data
July 10- Sept 10	Multimedia online workshop(s) based on workshop sessions delivered to HEI and cultural sector colleagues	HEI and cultural sector employer partners	To raise practitioner understanding of how to generate information for presentation through the CCLiP, and how to make effective use of the information it returns	To instill confidence and efficiency in the use of XCRI for course advertising

19. Exit and Sustainability Plans

Project Outputs	Action for Take-up & Embedding	Action for Exit
CCLiP	The use made of CCLiP by both CPD providers (project partners) and end-users will continue to be monitored. Project evaluation will be directed towards understanding barriers to take-up and how take-up can be increased through further enhancements.	The final project report will contain recommendations for any further developments, in relation to both technical and human processes, to ensure long-term outcomes are achieved.
Project website	This will be maintained by the Centre for Lifelong Learning technical team for a minimum period agreed with JISC.	No further action
Technical documentation	Provided quality criteria are met, the technical documentation will be available on the project website and on the JISC project site.	No further action
Project report	Provided this is accepted by JISC, it will be available on both the project and JISC websites.	No further action
Multimedia workshop	Provided quality criteria are met, this will be available on the project website and on the JISC project site. Its availability will be advertised to potential users.	Potential users to be identified through discussion with JISC/the XCRI development community.

Project Outputs	Why Sustainable	Scenarios for Taking Forward	Issues to Address
CCLiP	All partners have an interest in using and maintaining CCLiP	City of Learning will monitor uptake and facilitate discussion between partners on any further developments deemed to be desirable	Funding for further technical development in the future
Multimedia workshop	This output is intended to be of use to other institutions and organisations interested in using the XCRI-CAP standard and/or seeking information from potential clients for CPD provision.	There should be no barriers to accessing this package from either the JISC website or the project website.	Dependent on quality of product and transferability of learning within the project to other scenarios.

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Appendixes

Appendix A. Project Budget

Appendix B. Workpackages